



## MWR THEME OPERATIONS

June 2006

### Welcome

While the weather is heating up outside in preparation for the official start of summer later this month, so are the seasonal activities around your installations. Ensure your team members are knowledgeable regarding all the great MWR activities your installation offers. Whether it's a youth bowling league, an intramural softball championship, aquatic lessons, or golf tournaments – MWR has something for everyone! Making sure your team members are knowledgeable about other installation activities not only provides our guests with extraordinary guest service, it helps to create a lasting bond with that guest. And creating great guest relationships is where it all begins. Remember Norm? He didn't frequent Cheers every night because of the free popcorn – it was the relationships he formed with everyone there that kept him coming back night after night. If your staff is engaged in a "total service" mind-set, providing extraordinary guest service seems second nature.

Speaking of exceptional guest service, beginning this month we plan to feature a new column called "Pickle Talk". This featured section of "E-News" is intended to provide you the tools needed to train your team members in providing extraordinary guest service. Make sure and read Brad Puterbaugh's article this month in "Pickle Talk. What's your Pickle"?

As always, keep e-mailing us your ideas, thoughts and comments so we can continue sharing your insights with our growing family of MWR professionals. Wishing you all the best of success and remember to "Give 'Em the Pickle!"

Roger Weger  
Chief, Food Services Division

### Java Café Sealed Bid Auction

Plans are underway to showcase our Java Café kiosk at the 2006 MWR Conference in Louisville on 15 August 2006. ***We're now accepting bids for this entire kiosk/décor package until 30 June 2006, with the winner (highest bidder) being announced in the July issue of E-News.*** Please send (via e-mail) all bids to Jeff Willis before 30 June 2006. Take advantage of this one-time opportunity to purchase a fully operational Java Café kiosk with décor package at a reduced show-floor price. The package includes a two section kiosk (front/rear counter) all equipment and décor package of: 1 couch, 2 end tables, 8 chairs, 2 tables, 1 coffee table, and 4 easy chairs, plus shipping. Bids start at \$20,000 (total package cost is nearly \$50K). (POC: Jeff Willis (703) 681-5207 or e-mail: [Jeff.Willis@cfsc.army.mil](mailto:Jeff.Willis@cfsc.army.mil)).

## Pickle Talk!



What's all this talk about a PICKLE, you ask? If you haven't heard about it or seen it in action already, "Give 'Em The Pickle" is an award winning guest service training program coming to a MWR Theme Operation near you!

I know what you're thinking...this will be the latest in a long line of guest service philosophies telling you how to "be happy". Not a chance!

Let's start by establishing what it's not: It isn't yet another boring monologue on what you're not doing or what your business can never be.

What it's all about is identifying what your establishment does really well that your guests have come to enjoy and expect from you each and every time they visit...that's your PICKLE. We go about that through an interactive, tangible results-oriented process by acknowledging first and foremost that exceptional guest service manifests itself in many ways. Your particular PICKLE could be that you provide your products quicker than anyone in your competitive environment. Your PICKLE may be that you have the friendliest staff or your products are fresher or of higher quality than others in your market. It might also be that you offer a specific product or service or a variety of products that can't be found under one roof in the immediate area. Whatever the case may be in your MWR Theme Operation, the Give 'Em The Pickle training program will uncover your PICKLE so we can continue improving upon your particular business point of difference.

But that's not all Give 'Em The Pickle is. We're also going to identify areas to improve your internal guest service program in meaningful, real-world ways...specifically tailored to your individual operation. We'll look at outstanding guest service fundamentals as well as consistency, attitude and teamwork, and walk away with simple solutions to everyday service challenges.

So, if you haven't been lately, prepare to be PICKLED! Tune into next month's edition of "E-News" for more Pickle Power. (POC: Brad Puterbaugh (703) 508-2593 or email:

[Brad.Puterbaugh@cfsc.army.mil](mailto:Brad.Puterbaugh@cfsc.army.mil))

## Future Grand Openings

Grand Openings to report include a Strike Zone snack bar at Illesheim, Germany scheduled for 21 June 2006. Also, we recently completed a Grand Re-Opening at the Frog Falls Aquatic Park Primo's Express unit located at Picatinny Arsenal, NJ on 27 May 2006. Look for these stories in the July edition of "E-News". (POC: Trace Kea (703) 681-5255 or e-mail: [Trace.Kea@cfsc.army.mil](mailto:Trace.Kea@cfsc.army.mil)).

## Test Your ServSafe Knowledge (See Page 7 for Answers)

1. Which is the most important factor in choosing a food supplier?
  - a) Its prices are the lowest
  - b) Its warehouse is close to your establishment
  - c) It offers a convenient delivery schedule
  - d) It has been inspected and is compliant with local, state, and federal law

2. All of these would be grounds for rejecting a case of frozen hamburger patties except:

- a) There are large ice crystals on the patties inside the case
- b) The outside of the case is water stained
- c) The burgers in the box are frozen solid
- d) There are discolored light brown burgers in the case

3. Which delivery should be rejected?

- a) Several cans in a case of black olives have torn labels
- b) Several cans in a case of Tomato Puree have swollen ends
- c) A case of tortilla chips is delivered at 60 degrees Fahrenheit
- d) A case of rice is missing a USDA inspection stamp

### **Getting Back to Basics: Purchasing, Receiving, and Storing Food Items**

The first three steps in the “Flow of Food” for any food service operation are Purchasing, Receiving, and Storage. Below are some general principles to remember and follow that will help ensure you’re serving safe, quality items while working towards controlling your cost of goods sold.

1. Buy from suppliers approved/listed in the Directory of Sanitarily Approved Food Establishments for Armed Forces Procurement published by the U.S. Army Health Services Command, Fort Sam Houston, Texas. All food distributors in the Joint Services Prime Vendor Program (JSPVP) already meet this requirement.
2. Buy only what you need and in the amounts you need. Print or copy your order document so it can be used as a receiving document to ensure what you ordered was received and nothing else.
3. Schedule deliveries for off-peak hours and receive only one delivery at a time. Arrange it so products are delivered when team members have adequate time to inspect, receive and store them.
4. Make sure trained staff is available to promptly receive, inspect, verify items with an order document, and store food. Only trained staff should be authorized to accept, reject and sign for deliveries. Any adjustments to the invoice (rejected items, shortages, extra items not ordered and sent back) should be immediately noted on the invoice.
5. Use properly calibrated thermometers to sample temperatures of received food items. Food must be delivered at the proper temperature. Frozen food items should be received at 32 degrees Fahrenheit or lower. Refrigerated items should be received at 41 degrees Fahrenheit or lower. Dry items should be between 50 degrees and 70 degrees Fahrenheit.
6. Check shipments for intact packaging and signs of refreezing, prior wetness, and pest infestations. Broken boxes, leaky packages, swollen or dented cans are signs of mishandling and are grounds to reject those items or the entire delivery.
7. Inspect deliveries immediately and put items away as quickly as possible. All products, especially meat, poultry, and fish should be checked for proper color, texture, and odor. Frozen food items should be frozen, torn packages or packages with holes, fluids or frozen liquids in case bottoms, ice crystals or water stains on packaging are evidence of thawing and refreezing. Produce should be fresh and undamaged. Eggs should be inspected for dirty and cracked shells. Dairy products must be checked for freshness and not expired. Canned food must be carefully examined for signs of damage. Dry food should be inspected for pest

infestation. Bakery goods should not be moldy, show signs of pest damage and not passed their expiration date.

8. Rotate all items delivered and use the FIFO (First In First Out) method of storing all items. Date all items received to assist in the rotation and use of FIFO.

Following these few simple guidelines will help insure that safe, wholesome food is entering your facility. By inspecting your deliveries and not accepting inferior quality products or substituted items you send a strong message to the driver and the distributor that you're paying close attention and that they'll need to look elsewhere to unload those items. (POC: Tony Marko (703) 508-5874 or email: [Tony.Marko@cfsc.army.mil](mailto:Tony.Marko@cfsc.army.mil))

### **Strike Zone Managers phoned home**

Okay, they didn't have an extraterrestrial experience (well we hope not anyway) but the 17 May Strike Zone conference call really provided some great dialog and feedback. Thanks to all the Strike Zone Managers and IMA Regional Managers that phoned in. Make sure to mark your calendar for the next conference call on 9 August 2006 at 0900 EST. (POC: Trace Kea (703) 681-5255 or e-mail: [Trace.Kea@cfsc.army.mil](mailto:Trace.Kea@cfsc.army.mil)).

### **Transitions**

Mr. Jerry Evans, Fort Stewart Marne Lanes and Stewart Lanes Bowling Center Manager, plans to retire on 30 June 2006.

### **The Heat is on!**

Ah yes...hot days and cool nights...summer is just around the corner. For all intents and purposes, summer has already begun for some of us. Unless you're in the golf business, summertime solvency may be on your mind. Here are some tips on how to keep our kitchens running smoothly and maximize our sales potential:

**Equipment Maintenance-** As the temperature rises both outside and in, so goes the temperature in our kitchens, particularly for those that don't have air conditioning. Maintaining your core equipment is critical to avoid breakdowns, disruptions in service and ensure proper food safety. For example, all refrigeration unit filters should be clean and cooling fans running smoothly in order to maintain proper temperatures of below 40°. Whether you do this type of maintenance in-house or rely on public works or a contracted service now would be a good time to consult your owners' manuals for everything from refrigeration, hoods and grills to deep fat fryers and pizza ovens.

**Staff Maintenance-** Drink plenty of fluids, preferably water as opposed to beverages containing caffeine which saps hydration. Get some fans blowing especially if you have no air conditioning or poor air flow.

**Staff Scheduling-** If you're located in a bowling center or have a seasonal element to your business, summertime may represent a slowdown. Now would be a good time to review previous year's figures and plan accordingly. This also is a great time of the year for some of your team members to plan on taking some time-off.

**Cool Promotions-** Chilled Salads, wraps, fresh fruit cups, ice cream, shakes and smoothies top the charts this time of year. A little imagination and in many cases not much more than a blender is needed. Many of these items can be prepared and ready to sell for guests who are increasingly on-the-go this time of year.

Follow through on these tips and you'll have it made in the shade this summer! (POC: Brad Puterbaugh (703) 508-2593 or email: [Brad.Puterbaugh@cfsc.army.mil](mailto:Brad.Puterbaugh@cfsc.army.mil))

### **Fantasy Racing; Chase for the Cash**

The green flag is out for the **Fantasy Racing; Chase for the Cash** promotion, which runs from 1 July through 6 August 2006. The promotion will use the fantasy sports machine and will allow our guests the opportunity to play in an exclusive Army-wide fantasy NASCAR promotion. Guests will race into our facilities each week and enter their chosen weekly line-up; and if they place in the top 15 ranks at their local facility, they get a chance to win \$10,000 (by selecting the top six drivers in their exact finishing rank at the August 6<sup>th</sup>, Brickyard 400). Weekly local winners will be awarded gift certificates to the NASCAR store on-line, flash drives, and Harley Davidson apparel. Managers are encouraged to utilize the administrative features on their fantasy sports machine to drive more repeat traffic through their doors during the six week promotion time-frame. If you're interested in participating in the Fantasy Racing promotion but do not have a fantasy sports machine contact Kristen Kea. (POC: Kristen Kea (703) 428-6119 or DSN: 328-6119 or e-mail: [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil)).

### **Military Idol 2006**

The enrollment period for Military Idol 2006 is now over. Thirty-Four installations forwarded applications to be included in this year's contest which is a spin-off of the wildly popular American Idol television franchise on Fox. Contestants that compete in the local events will be given the chance of becoming the 2006 Military Idol. Local top winners will receive a cash prize funded by CFSC Business Programs. Other support that CFSC will provide includes a complete installation guidebook instructing managers on how to set up their local event, promotional materials, and a scoring guide for audience and judges.



The objective for Military Idol is to increase food and beverage sales at the host locations. Audience members are given one ballot upon entrance to the local event and additional ballots can be obtained by the purchase of an appetizer or meal. Good luck to the participating MWR Theme Operations at Fort Irwin, Primo's Express, Fort Bragg, Sports USA and Yongsan, Reggie's Express. (POC: Kristen Kea (703) 428-6119 or DSN: 328-6119 or e-mail: [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil)).

For more information about these and upcoming promotions from Events Division, check out [www.mwrpromotions.com](http://www.mwrpromotions.com).



## Spring Brings Pizza and Shrimp; Try Sampling to Sell Popcorn Shrimp Crunch Packs

We've heard that the Popcorn Shrimp seasonal promotion is getting off to a slow start at some Strike Zones. New menu items often take some time to catch on. People are wary of spending their money on something new and generally order foods they already know. Try offering samples of the shrimp as guests approach the counter. Arrange tooth-picked shrimp samples on a platter or tray and encourage them to try it before ordering.

"Hi! We have a new menu special that you've gotta try! This is our new Popcorn Shrimp special. It comes with warm crunchy tortilla chips and chunky salsa or, we can top your salad selection today with these absolutely delicious popcorn shrimp."

While the Shrimp Pack sounds like a snack you may be able to offer them as an entree Crunchy Shrimp Salad. Send a team member out on the floor with samples on a tray and let your guest try them when entering your facility or while waiting in-line to place their order.

### Make Sure that You Have the Correct Shrimp Box

Some managers have commented that the shrimp boxes they received were too small. Your boxes should look like the one on the promotion poster below. The correct box is tall and has a baseball theme. Check your recipe sheet and re-order the correct boxes.



If you need recipes, information and marketing kits for the promotion, remember that you can get it all at [www.prafulfillment.com](http://www.prafulfillment.com). Restaurant managers have full access to the website's services and supplies. Marketing offices are invited to use the site with limited access. They can download promotion kits and graphic layouts, but can't order supplies.

### Primo's Pizza Boxes Now Available for Online Ordering

The great wait for pizza boxes is over! Primo's Pizza restaurant managers can now order their pizza boxes online at [www.prafulfillment.com](http://www.prafulfillment.com) with just a few easy clicks. The boxes are available in the SUPPLIES section of the website. The boxes are currently available to order at no cost for a limited time. A 500 box limit has been placed on the number of boxes a manager can order, as simplified payment procedures are finalized. Managers who need large amounts of boxes should order pallets directly from the manufacturer:

G2 Print Plus.  
POC is Gary Lancaster  
Cell – 330-354-6347  
Office – 614-276-0500  
Email - [G2PRINTPLUS@aol.com](mailto:G2PRINTPLUS@aol.com)

(POC: Sharon Bertschi (703) 508-5894 or email: [Sharon.Bertschi@cfsc.army.mil](mailto:Sharon.Bertschi@cfsc.army.mil))

## Programs to Drive Business

Coming to a party near you. Chef Primo, Stryker and Mully would love to host your next birthday party or base-wide celebration. Mascots are a great way to change things up, and drive home business. The cost is simply the return shipping fee back to their home at CFSC. Call today to book a mascot at your event. (POC: Trace Kea (703) 681-5255 or e-mail: [Trace.Kea@cfsc.army.mil](mailto:Trace.Kea@cfsc.army.mil)).



Chef Primo, Stryker and Mully would love to host a grand opening or birthday party

## Anniversaries

2 June 2005 – Strike Zone, Redstone Arsenal, AL will celebrate their 1st anniversary  
5 June 2003 – Reggie's Beverage Company, Fort Campbell, KY will celebrate their 3rd anniversary  
5 June 2002 – Primo's Express, Heidelberg Germany will celebrate their 4th anniversary

## Answers to ServSafe Questions

1. d) 2. c) 3. b)

## Closing Thought

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader"...* John Quincy Adams



Please visit us on the web: [www.armythemes.com](http://www.armythemes.com)